

BEAUTY

CULTURE.

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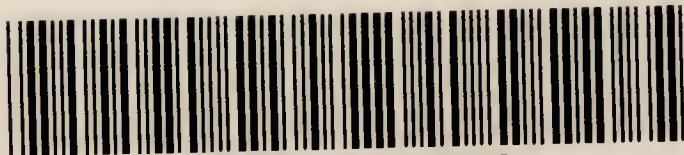
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# BEAUTY CULTURE

## What Dermatology has to do with Beauty.

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FACIAL BLEMISHES, SKIN DISEASES AND HAIR DISORDERS  
THEIR CAUSES, SYMPTOMS AND THE REMEDIES.

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BY

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BAYARD, VANE & CO.

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1893.

# PART FIRST.



## INTRODUCTION.

EVERY woman, and for that matter, every man takes pride in personal beauty. For what is beauty in woman, is in a modified degree the highest type of attractiveness in man.

Features nor form alone make beauty, but a blending of all the perfections of detail. In respect to high-born caste of face, or sweetly beautiful expression, nature has favoured some far more than others, but no matter what station one may occupy in the social world, no matter whether the face be regular and shapely, or marked by plainness, all should have a clear, pure skin, rich, healthy blood, soft, glossy, and plentiful hair, and freedom from the blemishes which are the result of a diseased skin.

Skin troubles and defects, in all their various forms and complications, are, with judicious and skilled treatment, just as susceptible of cure as are the other forms of disease which attack humanity.

## Dermatology

**I**S the science of treating the diseases of the skin.

The skin is a very delicate and sensitive membrane, and requires far more careful treatment than many of the organisms of the human body.

Everyone has an idea of the utility of a good skin, but there are many who may not be aware of its peculiar and wonderful construction, its compound character, and its manifold uses to the general economy. It not merely acts as an organ of sense and a protection to the surface of the body, but it clothes it in a garment of the most delicate texture and of the most surpassing loveliness. In perfect health it is gifted with exquisite sensibility and, while possessing the softness of velvet and exhibiting the delicate hues of the lily and the rose, it is nevertheless tenacious in fibre and capable of wonderful recuperative powers. In a technical sense the skin, though a single membrane in appearance, is composed of three distinct layers or membranes, each of which has its special functions to perform. The exterior of these, or that one which is seen, is called the cuticle epidermis, or scarf skin. It is of uneven thickness, in some parts being extremely thin and delicate, and in others, particularly on the palms of the hands and the soles of the feet, much thicker and harder. Throughout its whole surface it is thickly pervaded with minute pores to permit the escape of the perspiration and other exhalations from the body.

Immediately under this cuticle is the rete mucosum, or mucous net-work. It is a thin layer of soft, pulpy matter of a fibrous character, and appears to be the seat of colour of the skin, with the hue of which it always coincides. Beneath this layer lies the third and bottom membrane, the cutis derma, the

true skin. It is a highly sensitive, vascular, gelatinous texture of a very complex structure. It is whitish in colour, fibrous, and appears to be made up of an irregular net-work. Closer examination shows it to be composed of condensed cellular tissue and to be very thickly supplied with absorbent vessels and with arteries, veins, and nerves.

It is here that the minute capillaries of the arteries spread themselves out, and by means of the ducts of the sweat glands, exhale the peculiar secretion which we call perspiration. The importance of the perspiratory functions of the skin cannot be over-estimated, nor can too much care be taken to keep them in a healthy state.

Their use is to preserve the softness and sensibility of the skin, to maintain the temperature of the body at a uniform standard, and to permit and assist in the removal of impurities of the blood and other noxious elements which the system must throw off to sustain life. Obstructed or suspended perspiration is one of the commonest causes of colds, bronchitis, coughs, and all similar affections.

To keep the pores of the skin open and in a condition to carry on the normal performance of the indispensable functions which nature has prescribed is, therefore, of the highest importance, and essential to existence.

Just as the skin throws off the impurities of the body so it absorbs poisons and substances if improperly applied. Sulphur rubbed on the skin can soon be detected in the breath, so liniments, lotions, and applications are quickly absorbed and taken up by the minute but countless pores and ducts.

If the cosmetics and applications are poisonous, the deleterious substances immediately penetrate the skin and irritate and inflame it. If the skin is unhealthy, the use of improper and wrong remedies will aggravate and increase the severity of



the disease. So that it is of vital importance that suitable remedies be used if there is irritation, and equally so that all poisonous and deleterious cosmetics and applications be avoided in order that the texture and perfect structure of the skin may not be destroyed.

Besides medicines, appropriate Hygienic treatment is indispensable to successful Dermatology. In some cases there must be hot water and steam applied to the skin, while in others such exposure would irritate and aggravate the complaint. In some cases the skin should be well soaped and rubbed, and made to burn with friction, while in others, only opposite treatment would be permissible. It is therefore essential that each case be treated as it requires.



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Our **STANDARD PREPARATIONS** for the **TOILET and HEALTH** can be obtained at, or ordered through all Chemists, Stores, or Hair Dressers, at our List Prices.





## Our Complexion and Hair Specialities.

OUR system of Beauty Culture is based upon the common sense principle, that no single remedy or application, or even three or four "cure-alls" can possibly cure all disorders of the skin and scalp, and meet the requirements of the multitude of complicated cases which constantly arise. The blood may be at fault, and if so, all the outward applications in the world would not cure. Then indigestion, constipation and nervous irritability are to be considered. Even among the affections which must be cured by external applications, what will cure one disorder, is in many cases, only a poison and an irritant to others.

Our specifics are ample to meet all emergencies, and on subsequent pages we supply the indispensable information which enables anyone to use them intelligently and successfully.

We leave nothing to chance, and guard against all possible mistakes, so that we know just what our remedies will accomplish.

Our preparations are the result of more than 20 years' careful study and experiment, and are the proved and time-tried prescriptions which have cured thousands and thousands.

Every article is made and sent out under the personal supervision of a qualified chemist and pharmacist of long experience.

Our preparations and remedies have been submitted time after time to analysts and scientists, and in no case has there ever been an unfavourable report or the discovery of any impure or harmful substance.

We are constantly receiving testimonials as to their efficacy from our patrons, and the highest praises from the press.

After the most careful investigation of their merits and personal tests, our specialities are now constantly recommended by the Toilet Editresses and Medical Advisers connected with the chief Household and Fashion Journals in England.

Young ladies and gentlemen from 16 to 25 years of age are especially subject to eruptions of the face, which not only are extremely annoying and embarrassing, but actually disfigure the countenance and spoil the expression of the features. Many a young lady has lost the opportunity of her life through facial blemishes, which with our treatment would have been easily cured.

The lesser evils of freckles, paleness, dull, listless eyes, thin, dead looking hair, discoloured teeth, all tell against a girl when contrasted with a pure skin, glossy hair, and the perfection of health.

For all these blemishes we have effective and successful remedies, and ladies have only themselves to blame if they suffer longer from these annoyances.

Our system of restoring youth and cultivating beauty is incomparably successful, and we court the closest scrutiny and investigation. By using our specialities and following our directions, any lady past thirty can make herself appear from five to fifteen years younger than she really is, and positively defy old age and decay.

Wrinkles are removed, the skin made firm and smooth, the flesh solid and healthy, a ruddy, girl-like complexion restored, and the eyes and hair made brilliant and attractive.

Our preparations for the hair are guaranteed to stop falling, restore and invigorate the growth, and give it a brilliant gloss.

Our Parisian Hair tints and Colour Restorer will enable any lady to make her hair of any desired shade, and retain it permanently.

For the toilet we have a select list of indispensable preparations, which are unhesitatingly pronounced superior to anything in the market.

We have spared no effort to produce the very best article that is possible from a manufacturer's standpoint, while in the choice of ingredients, we have carefully excluded all deleterious and hurtful substances, and throughout the list, have incorporated with the necessary component parts, certain germicidal, antiseptic and medicinal properties which render them agreeable, beneficial, and healing to the skin.

Any of these preparations may be obtained through chemists, stores and hair dressers in all parts of the kingdom, at our list prices.

We cannot send samples or break packages.



**FACIAL SOAP** is the best for nursery use. It keeps the baby's skin from chafing, prevents milk crust, and heals all irritation.



# Skin Diseases and Blemishes.

## Common Acne.

**A**CNE is the technical name of a variety of skin eruptions which chiefly attack the face and neck, but occasionally other portions of the body, and is oftenest met with among young persons of both sexes. It is the most frequent form of pimple eruption, and arises from an unnatural accumulation of sebaceous or fatty matter around the minute glands of the small hairs which, though sometimes imperceptible, exist all over the skin. By obstructing the pores, these accumulations cause inflammation which develops into small pimples, frequently containing matter, which in due course is expelled, and the cause being thus removed, the inflammation subsides until a fresh accumulation causes another pimple to develop. The appearance is rendered very unsightly by these eruptions, and the skin frequently retains a dark stain for a time after the pimple has disappeared.

In some cases of a severer type, the pimple resembles a small boil, and the soreness and duration of the inflammation is quite similar. By thoroughly cleansing the pores of the skin and forcing out the morbid secretions, and afterwards toning up the glands and membraneous system, all eruptions cease.

The basis of our effectual treatment is vigorous rubbing with our complexion brush, using Facial Soap and hot water. 1—Steam the face every night by holding it over a basin of hot water for ten minutes. 2—Rub well with the complexion brush, using Facial Soap liberally, for three minutes, then rinse in warm water. 3—Rub dry with a soft towel and apply our Facial Ointment, rubbing it in well. This should be allowed to dry in, and remain on until morning, when it should be

washed off with Facial Soap in warm water, into which put a handful of oatmeal. Dry the face, then apply the Regal Skin Tonic, which should be repeated again in the afternoon. Squeeze out all pimples that have mattery heads. A temporary increase of redness and irritation will follow this treatment for a few days, but it is necessary to a cure, and the methods above given must be followed up daily unless the skin becomes very tender, in which case omit the rubbing every other night. The bowels should be kept open and rich fatty foods avoided. If a small dose of Regal Laxative be taken every morning it will greatly assist the local treatment. After the eruption has disappeared, the treatment should be kept up once a week or once in two weeks, until the skin is firm, smooth, and clear.

## Comedones or Blackheads.

THIS is another form of Acne, and the general appearance of the skin so affected, is as if gunpowder grains had been shot into it. If the skin on either side of one of the spots be firmly compressed, a white or yellow substance with a black head comes out; this is popularly called a "flesh worm." This "flesh worm" is not really a living grub as many suppose, but is the accumulation of the fatty sebaceous substance which is formed in the skin, and which is deposited in the minute pores of the skin, distending them and increasing in size until the deposit, taking the shape of the skin pore, really resembles a small maggot. The blackhead is the result of dirt, which adheres to the projecting deposit and becomes hardened by exposure to the air. Pressing these out does not effect a cure, as the distended and open pores soon fill up with similar de



posits, and each time becomes larger, while the skin by frequent pressing and manipulation becomes callous, and eventually resists the utmost efforts to expel the now thoroughly hardened "flesh worm."

The proper treatment consists in softening the skin, then applying proper means to force out the deposits or black heads, and when this is accomplished, to close up the open pores before further deposits take place. At the same time, suitable tonics are necessary to restore the health of the skin, and promote the circulation of pure blood in the minute veins which permeate every portion of the skin membranes.

This treatment is somewhat similar to that for pimples or acne. The face should be steamed, then rubbed with a complexion brush, using Facial Soap liberally. Rinse in warm water and then press out every blackhead which will yield to reasonable pressure. The finger nails can be used, or better still, our "Blackhead Extractor." Next rub on, gently, Facial Ointment, leaving it on until morning. Wash off in the morning, using Facial Soap and warm water. Rinse thoroughly in cold water, bathing the face well. After this apply Regal Skin Tonic and repeat during the day. From one to six weeks of this treatment are required, according to the condition of the skin. Many persons find complete relief in ten days' time.



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**FACIAL SOAP** is the best for nursery use. It keeps the baby's skin from chafing, prevents milk crust, and heals all irritation.



## Acne Rosacea

OCCURS only on the face, and exists in irregular shaped patches, varying in colour from a bright red to purplish. It is frequently accompanied with distended veins, which cover the affected part like the meshes of a net.

In long standing cases, the skin becomes roughened, sometimes scaling off. It is often limited to the nose, but it also extends to the forehead, cheeks and chin. It is seldom seen on young persons, and is commoner with women than men. It sometimes is due to uterine ailments, but more often to indigestion, constipation, the use of spirits, and exposure to sun, rain or wind.

The treatment is both by internal medicines and external applications, and requires some little time to effect relief.

If the complaint is due to indigestion, we recommend our Digestive Tonic. If due to uterine ailments, our Woman's Friend will quickly rectify the ailment, and if due to excessive use of spirits, the only thing to advise is their use in moderation or not at all. The external treatment consists of frequent applications of Regal Skin Tonic. Tea-leaves, allowed to steep in just enough water to cover them for a few minutes, may be applied as a poultice at night for an hour before retiring. Much patience and self-denial are frequently needed in this troublesome affection, but if persevered in, the foregoing will in almost every case work a complete cure.



## Eczema

**I**S perhaps the most frequent of all serious skin eruptions. It takes several forms, and is often complicated with other skin diseases, therefore cannot always be cured by any given treatment.

Eczema is characterized at its commencement by the development of numerous, minute, adjacent, transparent vesicles, or by a multitude of small cracks in the skin; afterwards by a sore, moist, reddened surface, exuding more or less abundantly a clear, sticky, watery discharge, which dries into buff-coloured flaky crusts, and at a later period scales off. The eruption is attended usually with severe itching and a hot, tingling feeling. If it is a mild case the eruption will disappear in a week or so, leaving the skin apparently sound. In severer cases there is fever, and the affected skin becomes swollen, hot and tense. The eruption seldom remains longer than two or three weeks, except in the chronic form, when new eruptions follow the disappearance without interval.

In some cases the discharge is so little that it is known as dry Eczema. This disease occurs at all ages, but is commoner among children and young persons than with the aged. It becomes more prevalent at the spring of the year and at autumn, than at other times. Certain kinds of employment which entail much exposure to the sun, or to the heat of an oven or furnace, or which necessitate much handling of gritty or irritating substances have much to do with inducing Eczema. The eruption may attack the scalp, the face, the hands, the elbows, the knees, and other portions of the body.

The treatment of eczema is both internal and external. Care must be taken with the diet, and coffee, beer, wines and spirits should be avoided, or taken very sparingly.

Regal Laxative is especially recommended as a daily aperient, and the bowels should move freely once or twice a day.

If the eczema is of the moist kind use no water or any application except our "Eczema Cream," which should be applied gently and left uncovered by lint cloth or bandages of any kind. If necessary to cleanliness, a bath or ablution may be taken once in two or three days, using tepid water and Facial Soap sparingly. Rest is exceedingly advantageous, and to remain in bed is advisable if the inflammation is severe.

If the eczema is of the dry form occasional ablutions are not so objectionable.

If all water is kept away from the affected places, and our Eczema Cream is kept on continuously, a few days will suffice to bring about complete relief.

Eczema Cream is the most wonderful remedy for this form of skin eruption known to the medical world.

## Oily Skin.

IS caused by the abnormal activity of the glands of the skin which secrete fatty substances. The heat of the body causes the greasy deposits to exhale, and the skin becomes oily and moist. It is usually most noticeable on the forehead, nose, chin, and hands, and since it is the means of making dust, and all floating particles in the air adhere to the skin, it not only becomes disagreeable and unsightly, but very humiliating at times.

Face powders and cosmetics may give temporary relief, but their constant use for this purpose renders the skin coarse, rough and red, besides which they choke up the pores of the skin, causing other eruptions to follow. Our treatment neu-

tralises the tendency to secrete this oily substance, also tones up the pores and skin glands, checking the disorder naturally and effectually.

Apply at night, a small quantity of refined benzine, with a soft sponge, covering the skin wherever affected ; after it has evaporated, use our Sudoric Lotion freely, allowing it to dry on. In the morning wash off with warm water, using Facial soap liberally. Rinse the face then in cold water, and dry with a soft towel. The use of Regal Skin Tonic is then advised, applying once or twice a day.

## Excessive Perspiration.

WHILE perspiration is a natural and necessary skin function, the excessive secretion of this substance causes great annoyance, besides is weakening to the system.

When excessive, the parts most affected are the face, hands, armpits and feet. Internal treatment is seldom effectual, since the disorder is confined to the glands of the skin, and is therefore best treated by applications.

In connection with this complaint, the perspiration frequently emits an odour so marked and noticeable as to cause embarrassment.

Our treatment consists of Sudoric Lotion to check the perspiration and tone up the skin glands, which must be applied freely and frequently. The Sudoric Lotion should be allowed to dry on, but just before it is quite dry, powdered starch should be dusted on, and allowed to adhere to the skin. Warm baths should be avoided, and cold water used freely, as often as may be convenient. The use of Cologne or Lavender waters after bathing is to be recommended, both for their tonic effects and to counteract the odour. The price of the Sudoric Lotion is 4s. 6d. per bottle, and one bottle is usually sufficient.

## Chapped Skin.

THIS is chiefly met with in winter months, but some people seem to have it at all seasons. It causes unbounded annoyance and real pain to half the world at sometime during the year, and while usually checked easily by simple remedies, in many cases becomes chronic and seems incurable until warm weather removes the irritating cause. It attacks all exposed parts of the face and hands, often making them crack and bleed. If left to itself, it frequently degenerates into Eczema, and kindred eruptions of serious natures. Our Orris cream is an efficient and certain preparation which never fails to check the worst cases and gives immediate relief. Orris Cream is especially invaluable for rough and irritated skin, no matter what the cause. Gentlemen find it superior to all other applications after shaving, as it heals and toughens the skin, and relieves the tenderness. Orris Cream is delightfully perfumed, and very agreeable to use.

## Cracked and Sore Lips.

IT hardly seems necessary to enlarge on the nature of this very frequent and well-known affection, which at one time or another, almost everyone has experienced in a mild form, if not in its severer and chronic types. It will usually heal with simple treatment, but occasionally becomes stubborn and chronic. If left to run in such cases, it will nearly always leave a scar or cause a disfigurement of the lip.

Our Rose Salve is warranted to heal the worst cases, and is both pleasant to the taste, and free from disagreeable oiliness. Ladies and children should never be without this splendid Lip Salve in cold weather

## Bad Complexions.

ONE of the commonest of all defects of the Complexion is that dry, coarse, rough, and faded condition into which the skin occasionally falls after constant use of powders, paints, rouges, and other deleterious substances for years. The pores of the skin seem to enlarge and there is such a noticeable lack of fineness of texture and softness that one is led to wonder if it could ever have been nice and fresh looking. Yet the skin of the very same person, *on the body*, is as soft, smooth, and perfect as a child's. This shows that the trouble is only local, and has nothing to do with age.

There can be a complete restoration of such complexions to natural fairness and smoothness, if the proper treatment be applied. Cosmetics, which cover up the defects and fill the pores of the skin, simply aggravate the case and make the cure a matter of longer time and more effort.

As the result of continued experiment, and the constant study of the effect of chemical and medicinal substances upon the skin, we have perfected an original preparation of truly wonderful qualities. It contains highly nourishing, renovating and tonic properties, which act upon the skin in a manner analogous to that of food to the stomach. This is not a medicine or a toilet application in the ordinary uses of the words, but is, in fact, a food for the skin which should be used by all ladies whose complexions have lost freshness and the softness of early youth. Constant exposure to sun, wind, and damp weather will in time show its effect on the most perfect skin, and after the use of cosmetics and toilet applications for years, the skin becomes clogged up, the pores become distended, and the natural softness, smoothness, and firmness of texture vanishes, and the skin withers from lack of the proper and



indispensable nourishment which the blood would supply if circulation was good. Regal Skin Food will freshen the skin, remove wrinkles, close up distended pores, render the flesh firm, and the skin smooth and soft. After a few applications, the face of a woman of forty will look like that of a girl of eighteen, and this effect can be continued by frequent use.

Remember it does not cure skin diseases, or remove freckles or eruptions, but does exactly what is described above, and is intended for the use of ladies whose skin, while apparently healthy, is losing the bloom and freshness of youth,

Full directions for use accompany each jar of Regal Skin Food.

## Freckles and Moth Patches

ARE common names for all brownish or yellowish discolorations of the skin. They are caused by various reasons, among which are exposure to the sun and wind, scratching the skin when irritated, or occasionally through the application of a blister. Ladies who suffer from uterine disorders sometimes trace these discolorations to that cause.

Freckles or moth patches are very annoying, especially to those of very fair complexions, for the discolorations show so much more plainly upon them than upon dark skins, and any preparation which will effectually remove them without injury to the texture or colour of the skin is certainly a great boon.

Our long experience as Dermatologists, has been crowned with complete success in this respect, and we assure our patron that we can in all cases effect a perfect relief.

Our Freckle Lotion is to be applied according to directions *for three days*, and then occasionally as required, if the freckles show signs of re-appearance. Brisk rubbing in the morning with Facial Soap and the complexion brush followed by friction with a coarse bath towel completes the treatment. We guarantee removal of freckles if directions are followed.

## Untimely Wrinkles.

WHEN the skin becomes flabby, loose and wrinkled before middle age, it may usually be improved and toned up, so that it continues firm, smooth and regular, until about the fiftieth year of age.

Those who have wrinkles at the age of 25 or or 30, should know that they can be removed beyond dispute, and everyone so afflicted should consider it a duty to make use of the means at command to this end. Our treatment accomplishes this result in a very short space of time.

This is accomplished by the use of our Wrinkle Wash and Regal Skin Food.

The Wrinkle Wash should be used in the morning, and allowed to dry on and remain on all day. At night, just before retiring, Regal Skin Food should be rubbed in and allowed to remain on until morning. Never use warm water on the face, but bathe in the coldest that can be had. Facial Soap should be used to wash the face in the morning before using the Wrinkle Wash.

We guarantee to remove premature wrinkles and flabbiness of the skin in every case under middle age, and to greatly improve the appearance of even the aged.



## Paleness

IS an indication of ill-health and the absence of iron in the system. Iron is absolutely necessary to robust health, and a fresh, natural color. Our treatment involves the general building up of the constitution, the invigorating of the system and Hygienic exercise.

This is best accomplished by the use of our Anaemia Pills and our Digestive Tonic. By means of these blood-building and strengthening aids, the appetite is improved, and new life and vigour is imparted to the whole body. The iron which is in the medicines is the direct means of enriching the blood which gives colour to the cheeks, and a ruddy glow that drives away all pallor and whiteness. From 3 to 10 weeks are usually required to bring about the desired change.

## The Eyebrows.

THE possession of fine, luxuriant and neatly arranged eyebrows is a great advantage to the face, and adds much to the beauty and expression. If they are weak and thin they should be daily dressed with our eyebrow tonic, brushed in carefully with a small soft brush. If too light coloured, they may be darkened either by our Parisian Hair Tints, or by pencilling. Our Eyebrow Tonic darkens them one or two shades if very light.

Some persons are troubled with a scurf of the skin beneath the eyebrows. For this, Facial Soap is excellent, and if brushed in well with a stiff small brush, and afterwards rinsed, will soon cleanse the skin. Our Dandruff Lotion will also be found suitable for severe cases.

Care must be taken not to allow any of the applications to get into and irritate the eyes.

## Brilliant Eyes.

EVERYONE knows how much the eyes contribute to the attractiveness of the countenance, and sparkling, large and lustrous eyes are everywhere admired. Nothing gives one such a handicap as weak, dull, and colourless eyes, without expression or lustre. Oculine is a great beautifier of the eyes. It assures instant brilliancy, large lustrous pupils, and imparts a new charm to these essentially noticeable features. It clears the eyes of yellowness, redness, and irritation, and gives them great strength. Its effect can be noticed within an hour after use, and by occasional applications continued indefinitely. It is applied by putting one or two drops in the corner of each eye with a small camel's hair brush.

## The Hair.

THE hair is a filament which may be divided into two parts, —the root and the shaft. The root is implanted in the skin and is surrounded by a little sac, which is supplied with a separate blood vessel and nerve. Just above the root are two little glands that secrete an oily substance which serves to keep the hair glossy. The shaft or external part of the hair needs but little description, as it depends for its existence and healthy condition upon the nourishment which it derives from the scalp, and proper care so that it be not burned or neglected.

The scalp which grows the hair is similar in most respects to the skin of the body, and must therefore receive rational treatment to be healthy. In this portion of the pamphlet only a few of the principal diseases which cause a loss or destruction of the hair are mentioned, also some of the conditions not properly diseases which involve a change of colour, etc.

## Falling Hair.

THE natural consequence of old age is thought by some to be baldness. We do not think so, if proper care has been taken to preserve the scalp in a healthy condition. But it is with falling hair in persons under fifty that we are oftenest called upon to deal, and the causes that influence the falling and wasting of the hair vary so much in different persons that it is often necessary to enquire beyond the condition of the scalp or the appearance of the hair.

It may be well to state that the hair naturally falls out when it has reached maturity and is thereafter replaced by a new growth provided the root is healthy. This shedding of hair is hastened by fevers or other disease, by wearing hot, tight and heavy hats or coiffures, and by a multitude of irritant causes which vary according to circumstances. When the hair falls rapidly and is not replaced by a new growth, baldness ensues, and it must be therefore due to some morbid condition if it occurs before the age of fifty.

For falling hair and impending baldness, there is nothing which will act so speedily and infallibly as our Brazillian Hair Tonic. This is a purely vegetable preparation, containing Jaborandi, which is found in Brazil, also other stimulating herbs and leaves which have been found to make the hair bulbs spring into new life, and put forth a new shoot or filament when all other hair tonics and lotions have failed.

The scalp should be kept clean, and for this our Facial Soap used with hot water once or twice a week is highly beneficial. If there is a scurf or dandruff, use our Dandruff Lotion three or four times a week, rubbing it in thoroughly with a soft brush.

The Brazillian Hair Tonic should be used twice daily, and thoroughly rubbed into the scalp, so that it may be absorbed by the roots of the hair. In a few days time the falling of the hair will be arrested, and in a few weeks a new growth of fine silky hair will be observed. Besides being a hair tonic and a preventative of baldness, the Brazillian Hair Tonic is a splendid dressing for the hair, and is exceedingly agreeable for constant use in place of the usual hair dressings. We urge all who have falling of the hair, or a dead, dry, unhealthy condition of the hair to try this treatment.

## Dandruff

**I**S the name of the branny scales or particles that occur on the scalp and give such annoyance to those who suffer with the scalp disease which gives rise to them.

Dandruff is due to a want of tone of the surface of the scalp, and in its ordinary form may be easily cured, no matter how copious it is, or how long it has existed.

If it is of an inflammatory nature, it must receive a more active treatment, especially if the health is shattered or disordered. It often happens that Dandruff becomes very much worse from the irritating substances employed by many persons, on the recommendation of incompetent advisers, to cleanse the hair and scalp. Sal. Soda, Borax, and strong solutions of Ammonia are most often the offending substances, and should be used very sparingly, if at all.

Usually, however, the only treatment that is required is an occasional use of Facial Soap, making a thick lather with warm water. After a brisk rubbing with a stiff brush, rinse thoroughly, first in warm, and then in cold water. After drying, apply our Dandruff Lotion, rubbing it in gently with a sponge. If this

does not effect a cure within a week or ten days, apply Regal Skin Tonic twice a day for one week. After that, an occasional application of Dandruff Lotion will be all that is needed. In this connection we would urge the advantage of using Facial Soap as mentioned above, at least once in every two weeks, to cleanse the hair and freshen up the scalp. There is no shampoo in the world equal to this; besides, it does not dry up the skin and injure it as many shampoo mixtures do.

## Faded and Grey Hair.

**G**REYNESS of the hair is not natural except to the aged. It is an incident of long and generally mature life, and seems to be exceedingly harmonious with the idea of wisdom and ripened manhood. In those of youth and middle age whose hair loses its natural shade we must seek some abnormal cause. There are four varieties of greyness—constitutional, paralytic, emotional, and premature. The nature of untimely or premature greyness, which is the only one susceptible to cure is as follows: Iron and oxygen are the principal constituent parts of dark hair, and lime and magnesia of light hair. If the perspiratory secretions contain an excess of lime it is absorbed by the hairbulb and imparted to the hair, causing the dark colouring matter to lose its strength, neutralising it partially or wholly. Thus some heads instead of becoming grey, have a faded, dry, and glossless appearance which gradually changes into a blanched or white.

There is a marked difference between the symptoms of premature and constitutional greyness. In the latter the scalp is comparatively healthy, while in the former it is easily perceived that a diseased condition is present. The usual signs of debilitation of the cuticle present themselves, and in many cases we find a thick yellowish fluid oozing to the surface, where it



gathers into a crust so firm that it is removed with difficulty. When removed a new crust immediately forms and as the secretion contains a substance of the nature of lime, which, being conveyed to the roots of the hair by absorption, soon gives rise to permanent greyness.

The treatment for this involves, in the first place the use of Facial Soap and warm water, to thoroughly cleanse the hair and scalp, rinsing afterwards in cold water. If there is Dandruff, the Dandruff Lotion should be used two or three times a week, according to the condition of the scalp. But the great regenerator of faded and grey hair is our Hair Colour Restorer. It is not a dye or a stain, but acts chemically upon the hair, bringing out the natural colour and giving the hair a glossy and healthy appearance. It is free from all poisonous or deleterious substances, and can be used in perfect safety by anyone. It is not greasy or sticky, and leaves no stain on the pillow. It must be used twice or three times a day, rubbing it into the hair with a soft sponge. From two to three weeks use will usually suffice to restore the hair to its natural colour, after which, its occasional use will be enough to retain it as desired.

## Superfluous Hair.

WE are frequently consulted for the purpose of having superfluous hairs removed, and we may say that there are but two safe methods which will secure this result. One is by the use of a preparation which we make, "Depilatory" to be applied locally, and the other is by the use of electricity. The latter is the better way, but is somewhat tedious, painful, and expensive. We do not undertake this method, as it involves the necessity of personal attendance, while the Depilatory we have answers the purpose, if used as directed, and can be applied by the patient at her own home without assistance.

It has the merits of harmlessness, cheapness, utility, and convenience, and is widely used by hairdressers and specialists. It is quoted in our list in Part Second.

## Advice Form.

It frequently happens that our patrons desire to ask our advice as to their cases, and to assist them in describing the symptoms, we have appended the following list of questions which will generally cover the ground desired.

Please answer these questions as fully as your case requires—

- 1.—Give age and sex.
- 2.—Are you married or single?
- 3.—Is complexion light or dark?
- 4.—Are you plump or thin?
- 5.—What is your occupation?
- 6.—Is your health generally good?
- 7.—Are you subject to constipation or biliousness?
- 8.—Have you a good appetite, and does food agree with you?
- 9.—Do you use beer, wines, or spirits?
- 10.—Are you nervous or hysterical?
- 11.—Do you sleep well?
- 12.—What are your habits as to exercise in the open-air, baths, etc.?
- 13.—Is there any history of blood poison or scrofula in your family?
- 14.—Have you ever taken medicine for skin eruptions?
- 15.—Have you had boils or carbuncles?
- 16.—Does your skin heal easily and quickly if bruised or cut?
- 17.—Have you a rash or skin eruption at present?
- 18.—If so, how long has it been on you?
- 19.—Where is it situated, and is it in one or more places?



## Advice Form—*CONTINUED.*

- 20.—Is one place worse than another ; if so, where ?  
 21.—Describe the appearance of the eruption. Is it a flat stain, or is it elevated above the surface of the skin ? If pressed, does the colour disappear and then return after taking finger off, or is there a copper-coloured mark which pressure will not drive away ? Are there raised welts, wheals, or rings of the eruption ? Is there any moisture or discharge ? Is it scaly or scurfy ?

Are there Papules, viz. :—pimples without heads ?  
 „ Vesicles „ pimples with watery heads ?  
 „ Pustules „ pimples with mattery heads ?

- 22.—Is there itching, if so, when and where ?  
 23.—Does water irritate the eruption or make it itch ?  
 24.—Is it hot or painful ?  
 25.—State any other facts which you think have any bearing on the case.  
 26.—Ladies are requested to state any special disorder or complaint affecting the uterine organs.

## Directions for Ordering.

**S**IMPLY state which articles you desire to be sent, and enclose a postal order for the price,

Always give your full name and title, written plainly, giving accurately your postal address, with town and county, as you wish your letters and parcels addressed.

Medicines are sent, securely packed, by parcel post, and are so well wrapped and tied that the most curious person could not guess the contents

No label or advertising is put on the wrapper, and no one, not even the postman can tell by whom it is sent, except by opening the package.

When parcels are to be left at Provincial Post Offices until called for, the *full correct name* of the purchaser must be given, as it is against the law for parcels or letters to be delivered that are simply addressed to initials or fictitious names

Register your letter if you desire absolute safety, and if you so request us, we will have the parcel containing your treatment registered. Always enclose twopence extra if you wish it registered.

Advice is FREE, whether by post or by personal consultation. Always send stamped, self-addressed envelope for reply when writing for further information or advice.

The articles will usually come on to you within 24 hours after your order, and the Postal Order are received. Owing to parcel post delivery taking longer than letter post, due allowance must be made for that difference. Also a reasonable time is to be given for putting up goods and packing them. If not received within three days write and ask reason of delay.

Address all letters to—

BAYARD, VANE & Co.,

6, BISHOP'S ROAD, LONDON, W.

**Use FACIAL SOAP for the Hair. Absolutely the best for a tender and irritated scalp.**

## PART SECOND.



### Standard Toilet and Health Preparations.



### Complexion Specialities

#### No. 1.—Freckle and Sunburn Lotion

Cleanses the skin of freckles, tan, sunburn, extreme redness, roughness, leaving it clear, firm and smooth. Invaluable at the seaside, and wherever the skin is exposed to the sun.

**Price 3s. 6d.**

#### No. 2.—Regal Skin Tonic.

This preparation is admitted to be the perfection of Complexion Specifics. It is not a wash or lotion which simply covers up imperfections, or temporarily soothes irritation, but is a medicinal application, healing and permanently removing all impurities of the skin not caused by bad blood. It is guaranteed to remove blackheads, pimples, eruptions, blotches, discolorations, tan, sunburn, and to produce a soft, clear, natural skin, healthy, rosy, and beautiful. Warranted free from any poisonous or injurious substances.

**Price 4s. 6d.**

### No. 3.—Wrinkle Wash.

Untimely wrinkles are often caused by looseness of the skin, and this preparation makes it firm, elastic and smooth. It is in reality a magical restorer of youthful appearance. Regal Skin Food should also be used with Wrinkle Wash, if possible.

**Price 2s. 6d.**

### No. 4.—Depilatory.

A perfect and complete preparation for removing superfluous hairs from the face, neck, and arms, leaving the skin smooth and clean. Anyone can use it, and a few hours are all that is required to destroy the unsightly and objectionable hair.

**Price 3s. 6d.**

### No. 6.—Rouge Powder.

A delicate and lovely preparation imparting an exquisite tint to the complexion, guaranteed harmless, and free from impurities. In boxes,

**Price 1s.**

### No. 7.—Venetian Face Enamel.

This preparation has been swift to secure favour, and it can be relied upon absolutely to do what is required of it. It is a velvety substance, which, if applied to the face, neck or arms, will *cover up* blemishes and impurities on the skin, also redness, roughness, freckles and sunburn. It does not *cure*, but is a temporary and instant means of producing a fresh looking, spotless complexion, which is irresistibly attractive. Full directions for use accompany each bottle.

**Price 6s. 6d.**

### No. 8.—Emollient Balm.

A cooling and refreshing application to the skin, rendering it soft, delicate and smooth. Invaluable as a remedy for roughness and irritation, as well as for an over-night, regular emollient. Superior to glycerine, vaseline, or other similar articles.

**Price 1s. 6d.**

**No. 9.—May Bloom Face Powder.—White.**

A pure and delicately-scented preparation for the face, neck and arms. Its ingredients are perfectly harmless, and it instantly imparts a beautiful natural whiteness, and girlish softness to the skin.

**Price per box 1s.**

**No. 10.—May Bloom Face Powder.—Pink.**

Similar in all respects to the White Powder, except that it is tinted a delicate and lasting pink. Its use renders rouge unnecessary, and yet gives the skin sufficient whiteness.

**Price per box 1s.**

**No. 11.—Facial Soap.**

A medicated and scientifically prepared Soap for the FACE and NECK, containing strong antiseptic and germicidal ingredients. It destroys impurities of the skin, prevents black-heads, eruptions and oiliness, and leaves the skin pure, clean, and fresh. This soap should always be used before applying complexion lotions, washes, tonics, or powder, and is particularly recommended for washing off cosmetics and applications to the face at bedtime.

**Price 1s. per cake, box of 3 cakes 2s. 6d.**

**No. 12.—Sulphur Face Lotion.**

This deliciously refreshing preparation contains sulphur in solution, combined with other efficacious ingredients, which act beneficially upon the skin. It removes redness, roughness, and all irritability, and leaves the skin sound, fresh, and healthy.

**Price 2s. 9d.**

**No. 14.—Facial Ointment.**

This is the great specific for all face eruptions which are of a pimply nature. It is specially recommended for acne, in connection with Facial Soap and Regal Skin Tonic. It can be used alone, but will be far more effective if applied after steaming and rubbing the face as described on page 10.

**Price 2s. 9d.**

**No. 15—Regal Skin Food.**

A wonderful scientific discovery, containing highly nourishing, renovating, and tonic properties, which act upon the skin in a manner like that of food to the stomach. For bad complexions, wrinkles, withered skin, distended pores, and rough skin. After a few applications, the flesh will become firm, the skin smooth, and the complexion like that of early youth. It is not a medicine and does not cure eruptions, or remove freckles, but will do just what is claimed for it above. Delicately perfumed with otto of roses, and put up in glass stopped jars.

**Price 7s. 6d.**

**No. 16—Orris Cream.**

The only absolutely reliable remedy for chapped or chafed skin. Will heal up the most irritable skin in a day or two, and is especially valuable in the nursery. For babies' daily use it has no equal, and will not harm the most delicate infant.

**Price 2s. 9d.**

**No. 17—Rose Lip Salve.**

Our Lip Salve will cure cracked and sore lips, cold and fever sores, and all irritation and abrasions of the lips. Delicately perfumed.

**Price 2s. 9d.**

**No. 18.—Eczema Cream.**

A cooling, healing, and soothing application, especially prepared for Eczema, but which is also equally useful in burns, scalds, open sores, broken chilblains, rough skin, chapped hands and cheeks. Warranted free from any poison or irritating ingredients, and the best and most agreeable remedy of the kind ever discovered. It gives instant relief, and stops smarting, itching, and tenderness in all cases.

**Price 2s. 9d. per jar.**

**No. 19.—Sudoric Lotion.**

A powerful astringent lotion acting especially upon the glands of the skin. To be used for excessive perspiration and oiliness, as directed in Part First, pages 15 and 16.

**Price 4s. 6d.**

## Hair Preparations.

**No. 101.—Diamond Brilliantine.**

This is a delicately perfumed and remarkably pure preparation, leaving a rare gloss and brilliancy upon the hair, giving it softness and a wavy effect. It is an indispensable article for the toilet.

**Price 1s. 6d.**

**No. 102.—Curling Fluid.**

A preparation, which will, in hot or moist weather, keep the hair in a wavy, loose, and natural curl. It is applied to the hair while it is dressed, and retains it exactly as it is arranged. Warranted to give entire satisfaction.

**Price 2s. 6d.**

**No. 103.—Dandruff Lotion.**

A splendid article for removing dandruff, and all scurf and other deposit from the hair. It cleanses the scalp thoroughly, leaving it soft and refreshingly free from irritation. It contains no grease, and will not make the hair or scalp sticky.

**In large bottles, each 3s.**

**No. 104.—Eau de Quinine.**

A very desirable preparation, and a stimulating tonic hair dressing, exquisitely perfumed, and very agreeable to use.

**3s. 6d. per bottle.**



**No. 106.—Hair Colour Restorer.**

This preparation will bring back dull and glossless hair to its natural colour. If used by ladies who have bleached their hair, it will gradually restore it to its original shade, and make it fresh-looking, bright and glossy again.

**Price 3s. 6d. per bottle.**

**No. 107.—Parisian Hair Tints.**

No. 1.—Dark Brown.

No. 2.—Medium Brown.

No. 3.—Golden.

No. 4.—Black.

A complete set of preparations to produce any desired shade of colour to the hair, giving a fast and permanent tint without the least injury to the hair or scalp, and which are free from grease, odour, or stain, and permit curling, crimping, washing, or any hair dressing.

**Price 3s. each.**

**No. 108.—Brazillian Hair Tonic.**

This preparation is made from herbs and vegetable ingredients, discovered in Brazil, and has been found wonderfully efficient as a rapid stimulant to the growth of the hair. It will prevent the hair from falling, will stop greyness, and cause it to grow with luxuriance, soft, silky and glossy.

**Price 3s. 6d. per bottle.**

**Double-sized bottles 5s. 6d.**

**Miscellaneous.****No. 201.—Oculine.**

A great beautifier of the eyes; it assures instant brilliancy, large, lustrous pupils, and imparts strength and charm to these essentially noticeable features.

**Price 2s. 6d.**

**No. 202.—Eyebrow Tonic.**

This preparation not only stimulates the growth of the eyebrows and eyelashes, but darkens and makes glossy and brilliant those that are too light coloured. It is applied with a soft brush, and is harmless and safe.

**Price 3s.**

**No. 203.—Ruby Tooth Paste.**

A delicious and most agreeable dentifrice. It leaves the mouth cool and sweet, while the teeth are rendered pearly white by its use. There are many tooth pastes, but we unhesitatingly declare *Ruby Tooth Paste* the best in the world.

**Put up in handsome Porcelain caskets at 1s.**

**No. 204.—Sea Shell Tooth Powder.**

This tooth powder embodies a splendid discovery, containing powdered sea-shells of a certain kind, which act like magic upon discoloured and tartar-covered teeth. The teeth requires brushing with this once or twice per week, besides using the *Ruby Tooth Paste* regularly.

**Price 1s. per box.**

**No. 210.—Wart and Mole Caustic.**

A conveniently prepared caustic which will remove these troublesome blemishes without injury to the skin, or leaving a scar.

**Price 1s. 3d.**

**No. 211.—Manicure Sets.**

complete set of instruments, brushes, polishers, nail powder, etc. for beautifying the nails, all enclosed in a neat case.

**Price 10s. 6d.**

**No. 212.—Theatrical Make-up Boxes.**

A complete outfit of grease paints, rouges, powders and pencils, precisely as used by the theatrical profession—in a tin case, ready for use.

**Price 21s**

**No. 213.—How to make up.**

A complete manual for the use of grease paints, powders, rouges, etc

**Price 2s. 6d.**

**No. 214.—Eau de Cologne.**

A matchless and exquisite toilet water, of double strength and lasting fragrance.

**Regular size half-pints 3s.**

**No. 215.—Lavender Water.**

A double distilled, delicate, and remarkably superior article, three years old.

**Regular size, Six Ounces, 3s.**

**No. 216. Sachet Powders.**

WHITE ROSE, VIOLET, HELIOTROPE, and JOCKEY CLUB will be found the best in the world, and of a durable, penetrating, and most delicate odour.

**Regular Size 1s.**

**No. 217.—Complexion Brush.**

This is a recent invention, and is made of rubber. The brush is highly recommended when a gentle friction is to be created. Used with Facial Soap it makes the skin delightfully fresh, soft and smooth. We usually recommend it to be used with our Special Treatments for Black-heads, Bad Complexions, Wrinkles, etc.

**Price, 3s. 6d.**

**No. 219.—Blackhead Extractor.**

This is a specially designed instrument to press out blackheads. It will bring out the most obstinate and deep seated accumulation without difficulty, and leaves scarcely any mark.

**Price 2s. 6d.**

## Medical Preparations.

### No. 301.—Obesity Specific.

We have a positive and unfailing cure for excessive corpulency.

Anyone taking it according to directions, can infallibly, rapidly, and perceptibly reduce the weight. The medicine is purely vegetable, and is (unlike many other antifat remedies), absolutely harmless, and taken in any quantity produces no bad effects, present or future. No change of diet is necessary, but those who abstain from fat producing foods will reduce their weight faster. The remedy is pleasant to take, and has the unqualified endorsement of the medical profession.

**Price 2s. 9d. per bottle.**

### No. 302.—American Blood Mixture.

This is a concentrated powerful extract of the best vegetable tonics and alteratives known to pharmacy and to medical science. For more than 50 years it has sustained a reputation for effecting cures, such as cannot be shown by any other blood purifier in the world. For all eruptions of the skin, caused by impure blood, for that tired feeling, for languor, for pain in the back, for thin blood, and scrofula, take the American Blood Mixture. It will purify your blood, aid digestion, quicken your appetite, and infuse new life and vigour into every organ and fibre of your body. Ladies who are sallow, pale, or who have blotchy, pimply faces, ought invariably to take this unrivalled medicine.

**Price 3s. 9d. per bottle.**

### No. 304.—Complexion Pills.

These pills are very popular among ladies. More speedy in action than most remedies for the blood, they are specially recommended for all cases when there are pimples which have pus or matter in them, and when small boils are troublesome. They will cure styes on the eyes within a day or two, and prevent their recurrence. A very useful medicine to have in the family.

**Price 1s. 1½d.**

**No. 305.—Anemia Pills.**

These pills contain iron, and other blood-building, invigorating ingredients. They are especially recommended for young girls who are pale, sallow and weakly, also for anyone whose blood is thin and lacking in vitality. They contain no irritant drug, and are endorsed by the medical profession.

**Price 1s. 1½d.**

**No. 306.—Woman's Friend.**

This is a positive cure for the painful and distressing difficulties which beset women periodically. If taken for a week or two prior to regular date, no pain or difficulty will appear, and the relief will be practically permanent. It is a new discovery, and wherever used, has won unstinted praise. It is also a certain remedy for ovarian inflammation, back-ache, and every disorder of the uterine organs. It only needs to be tried, to be used for ever after, should occasion demand it.

**Price 2s. 9d.**

**No. 307.—Regal Laxative.**

Is guaranteed to be the best aperient medicine ever discovered. By scientific combination of saline and vegetable ingredients, this remedy contains every valuable property which medical science requires in the perfect laxative. It is pleasant to taste, and acts gently but promptly upon the bowels. It is guaranteed a certain cure for habitual constipation, and is the safest and best laxative for occasional use. It should especially be used when there are eruptions on the skin, pimples or blotches on the face, or extreme redness of the face. If taken as directed, it will cleanse the blood of all impurities, and improve the complexion.

**Price per bottle 2s. 9d.**

**No. 309.—Sleep Elixir.**

A preparation which will induce refreshing and restful sleep without producing bad effects or head-aches. Contains no opium, morphine, bromides, or chloral, and is not dangerous to life or health. A safe and effectual medicine which can be thoroughly recommended by all who suffer from insomnia and nervousness.

**Price 2s. 9d.**

**No. 310.—Opening Pills.**

This is the best family physic that modern medical science can compound.

Unlike the old style cathartic pills, they do not gripe severely or cause nausea and faint feeling. One or two pills taken at night will gently but satisfactorily move the bowels the next day. They are a certain cure for habitual constipation, sluggish liver, headaches and nervous irritation. The pills are small, sugar-coated, and easy to take. We recommend them, especially for ladies' and children's use.

**Price 1s. 1½d.**

**No. 311.—Digestive Mixture.**

A tried and never-failing aid to digestion, and a positive cure for weak stomach, flatulence, delicate appetite, and all disorders of the stomach. Pleasant to taste and suitable for the most delicate persons.

**Price 2s. 9d.**



**Our STANDARD PREPARATIONS for the TOILET and HEALTH can be obtained at, or ordered through all Chemists, Stores or Hair Dressers at our list prices.**





# PRESS NOTICES.

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## *From* "Fashions of To-day."

Many a lady has returned from the seaside, or from abroad, in excellent health, but with a complexion that the sun and wind have tanned and marked, until the looking-glass horrifies only, instead of pleases, and the mind turns with longing to seek the aid of art to help to overcome the havoc wrought by nature's wild kisses.

The Toilet Specialities of Messrs. BAYARD, VANE & Co., will here prove to be a boon and blessing to sunburnt woman. Their freckle and Sunburn Lotion will give complete satisfaction, while their Emollient Balm is invaluable as a remedy for roughness and irritation of the skin.

Their hair preparations also will be very welcome during the Autumn months, for a falling out of the hair recurs with the fall of the leaf.

The "Eau de Quinine" is a splendid tonic, and being carefully prepared, has a most refreshing odour, and is very agreeable to use; while Brazilian Hair Tonic is guaranteed to prevent the hair from falling out, and by acting as a rapid stimulant will prevent premature greyness.

All these preparations are attested by a Dermatologist, and manufactured under his supervision, and they possess no injurious properties, but may be used with perfect safety.

## *From “Woman.”*

The ladies of ancient Rome were remarkable for the clearness and beauty of their skins; and in the spring, and at the fall of the year, they were wont to indulge freely in sulphur baths, so as to be proof against the temporary “ills that flesh is heir to” at such seasons. We would be wise I think to follow their example, and if sulphur baths are not obtainable, we can at least bathe our faces with a wash, composed of sulphur, which will be beneficial in clearing the complexion from imperfections of all kinds.

One of the best preparations for this purpose is the Sulphur Face Lotion, one of the most excellent complexion specialities sold by BAYARD, VANE & Co., 6, Bishop's Road, London, W.

## *From “Fashionable London.”*

In order to keep the hair in good condition, three things are essential—gentle friction of the scalp night and morning with the fingers (a form of massage far better than any brushing), the frequent cutting of the ends on the same principle as pruning a tree, and the use of some good dressing.

For this latter purpose, the “Brazilian Hair Tonic” is one of the best one can use.

It is sold by Messrs. BAYARD, VANE & Co., 6, Bishop's Road, Bayswater, London, W., and we can confidently say that all their remedies are reliable ones.

Their Brazilian Hair Tonic also cleanses the scalp, and therefore it is not necessary to wash it so often, a process which dries up the skin follicles, leaving it brittle.

## *From* “England and the Union.”

The hardness of the London water ruins the skin, and anyone wishing to retain the natural bloom and softness, should certainly use special soaps and emollients.

Messrs. BAYARD, VANE & Co., of 6, Bishop's Road, Bayswater, have a capital “Facial Soap” and an “Emollient Balm,” which produce a magical effect after a few days regular application.

The same firm have a number of specialities, the list of which, as well as all articles ordered, are sent post free.

As different cases require different remedies, I should advise any of my readers suffering from weaknesses, which affect the proper condition of their hair or complexion, to write for this list, and ascertain correctly what specific is best adapted to their needs.

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Chemists, Stores and Hair Dressers can obtain  
our Standard Preparations from any wholesale  
house in Great Britain, upon unusually favourable  
terms.



## TESTIMONIALS.



**W**E have among our clients hundreds of the best families of England, including titled ladies and noblemen. To use their names would be the instant means of bringing orders from the masses, who know the aristocracy never patronise inferior or unreliable establishments, but true to our promises and our sense of honour, we never permit the names of patrons to be mentioned as references. Beyond the kindly notices which we are constantly receiving from the press we print no testimonials.

**BAYARD, VANE & Co.**

**6, BISHOP'S ROAD,**

**LONDON, W.**

## How to Save 2d. and Trouble.



If it is a trouble to you to write a special letter to us for our goods and procure a postal order, and then stamp and post the letter, and if you think the two-pence, which the stamp and postal order cost is worth saving,—

**Do this :—**Take this pamphlet to any chemist, hair-dresser or dealer—show him just what you wish to order, give him the exact price named in our list—not a penny more, and he will send for whatever you require, willingly and gladly, without charging you a farthing for doing so. And it will come to you just as quickly as though you ordered direct from us.

# To Residents of London and Visitors.



AT our establishment, No. 6, Bishop's Road, W., we have a sales department on the ground floor, where all of our preparations are exhibited for sale. This department is open from 9 a.m. until 8 p.m. daily, except Thursdays, when we close at 5 p.m.

On the first floor over the sales department are our offices and parlours. Ladies will find here a comfortable reception room, specially fitted for their use and convenience, with polite assistants constantly in attendance to give any information desired, and to advise proper preparations for any case, and explain directions for use.

We are always glad to have ladies call, and no charge of any kind is ever made for consultation and advice, nor do we permit our assistants to press the sale of preparations upon callers.

Copies of this pamphlet "Beauty Culture" are given to anyone who requests them, and we are anxious to have ladies mention this to their friends.